

The Daily Movie Magazine

FOR THE FILM FAN'S SCRAPBOOK



ALICE BRADY

We will be glad to publish the pictures of such screen players as are suggested by the fans

THE MOVIE FAN'S LETTERBOX

By HENRY M. NEELY

C. B. S. writes: "Though I have taken part in some controversies in your column, I have had no opportunity as yet to discuss matters of general interest. First, I would like to ask you if you consider that the movie profession has advanced to such a stage that it is possible to criticize and estimate its achievements fairly. Many of our contemporaries are apparently assured that this is the heyday of excellence in all that pertains to their favorite diversion, but one is inclined to doubt. The stars of today are brighter than the stars of yesterday (they say), but what of the stars of tomorrow? In considering the nature of the hold that the present-day celebrities have on the movie public, it seems certain that others will come to eclipse them, having the advantage of necessity, which I feel has much to do with the popularity of many. Their vogue seems as fleeting as that of the popular song of today, which will be forgotten tomorrow.

To take the case of our highest luminary of the moment, Rodolph Valentino, does there seem to be any real artistic reason for his success? You sometimes say that you think that he will improve and develop, but is it not likely that before that time comes he will be forgotten? I have sometimes noticed that some stars of former days appear in some minor part in which they acquit themselves very creditably, but with little acclaim. The movie public seems to be a monster that devours its victims, feeding forever on youth, freshness and sometimes inexperience. There is an immaturity, an inconsistency, a sentimentality, about our picture audiences that make their choices and preferences inaccessible to enlightened criticism.

"The adulation showered on individual performers has worked to the great detriment of the photo-playwrighting art. It appears that the saying 'the play's the thing' is very far from the truth. It certainly means a great degradation for theatrical art in general when the play is only the 'vehicle' for the star. As long as the play is only the means of displaying the star in varied attitudes before an adoring and unthinking multitude, it is impossible to criticize in the manner of intelligent beings. It may be contended that a human being, a work of God, is more admirable than a mere work of man, a play. While this is undeniably true, it serves to make human endeavor futile and ridiculous. It may be that our movie audiences are true children of nature who scorn the humble efforts of their parents in the contemplation of the God-given gifts of which our favored stars are the exemplars. If this is so, then human criticism is indeed useless, for who will penetrate the mysteries of nature? But let the custodians of nature's gifts ponder on the undesirability of their good fortune, and consider that whereas nature has so bountifully and unreasonably endowed them, she will do unto others in like manner.

"Until later, the function of actors was to interpret the thoughts of the

and insists on novelty with a capital N, the films are a jump ahead of everything else. Just as you point out, our friends the fans weep and clench their hands if they do not get new toys every year or so. All of which, quite naturally, makes the reformers very much disturbed and excited and the cry goes up: "We must raise the standard of appreciation of pictures."

They seem to set that standard by that of art, or the stage, or music, and then they moan at the apparent futility of their efforts. I wouldn't be so terribly surprised or disappointed if, some day (and not so very far in the future, either) they came to the conclusion that they've been barking up the wrong tree, and instead of trying to stretch the intelligence of the large body of fans up to their own set standard of appreciation, that they decide to lower the standard to within the reach of the fans.

When that time comes, we may be able to get a better perspective of things. Artistically, there is no doubt that many will profess disappointment, but the true status and standard of the moving picture. Thereafter, the structure that is built up can be judged and analyzed by itself alone.

What you say about the stars and their fleeting popularity, though it does not hang closely to your original premise, is only too true. But after all, I think this is only a natural and unavoidable feature of the difference in the appreciative values of the screen fans and those of other arts. It's a feature of the movies and looks as if it would always remain one. Am I too pessimistic? I say that the "star" will always remain of far greater import to the great majority of screen fans than the story? The intellectual minority will say, "No," but that's what I believe is the case.

But, gosh, I've talked a lot longer than I intended and right now I'm going to quit. Let's all go on trying to improve things, hoping for the best, but not in a mood to be too downcast if the best doesn't come.

Jane Ray—There's about an even chance that the recent unpleasant notoriety will cause the passing of Rodolph's popularity. I'm rather inclined to think that, although I wouldn't be surprised if his popularity waned soon, from entirely different causes. The reason I'm not printing your letter this time, Jane, is not because I disagree with you, but because you don't say a thing that hasn't been said in this column many times before.

playwright, who, presumably had some thoughts to impart. If now they will stand forth as interpreters of themselves and exponents of nature's triumph, they are assuming a great responsibility and may later turn out to be one of nature's mistakes.

"Last this should seem to be too harsh. I hasten to add that I am a great admirer of nature as manifested in many of our female stars, but an naturally a little cool as regards our male 'favorites' with you, but because you don't say a thing that hasn't been said in this column many times before.

"You begin by asking me a question, but then you proceed to analyze the situation so thoroughly and so clearly that there is little left for me to say. When it can possibly be done, I always much prefer to sit on the sidelines and listen rather than air my own lack of knowledge, but sometimes I can't resist. In your case, however, you've said most of all that could be said in the outlines of a newspaper column—more, in fact, than I could ever have had the courage or the patience to believe as a part of a day's work. That's where the readers have the advantage. Whereas I have to answer or comment on a half dozen or so letters a day, they can concentrate on one letter a week or a month—and make it good.

Sometimes I get very wrathful at the appearance in print of that annoying remark, "Well, anyway, the movies are still in their infancy." That, surely, is an exploded bromide, no longer so. But, on the other hand, I quite agree with you that the "movie" profession has not advanced to a stage where it is possible to criticize and estimate its achievements.

Uncommon Sense : Gold Hunters

By JOHN BLAKE

WITHIN the last two or three years, have set out from New York. One was bent on finding a chest of gold supposed to have been lost by a party of early explorers in Canada. Two others, with maps and charts sailed away for islands in the South Seas.

It is quite possible that in the hard-ship and hardship of these expeditions, the argonauts will improve their health, and they surely will see far countries, and interesting landscapes and people.

IF THEY are really seeking gold, however, there is more to be found in their immediate neighborhoods, and there is much more certainty of securing it.

HE LEARNED that they wanted gold, and that they were paying a great deal for it. He gave them better oil at a cheaper price, and though he built up a monopoly, the monopoly through organization, really reduced the price of oil. Very few men stumble into fortunes. Thousands of them make fortunes as did Rockefeller by finding ways and means to give something of value for the gold ready to hand.

It is a safer and more profitable game, and incidentally, it contributes to the real wealth of the world, creating something of value. The gold hunter merely finds gold that is already in existence, he does not build up an industry, and even if he is successful the rest of the world is no better for his success.

MAN CUT IN FIGHT ON SHORE TRAIN

Free-for-All Battle Results From Scramble for Seats on Excursion

SIX WOMEN BATHERS SAVED

Atlantic City, July 3.—Frank Tygh, twenty-eight years old, of 4 Catharine street, Philadelphia, was sent to the Atlantic City Hospital with a deep gash in his left arm and George W. Wagner, forty-one years old, a colored barber of Philadelphia, is in the city jail charged with inflicting the wound, as the result of a free-for-all fight which resulted in the scramble for seats on the Pennsylvania excursion train last night.

According to the police, the two men jumped aboard a car from opposite sides as the train was backing into Georgia avenue. They squeezed through the doorway together and both claimed the same seat by right of prior arrival. During the argument which followed Wagner is said to have been jostled about by friends of Tygh. Drawing a big pocket knife Wagner lunged at Tygh. Re-enforcements then came from other cars.

While Patrolman Woodcock went through the car and separated the headliners in the battle some one turned in a riot call which brought a patrol load of police to the scene.

WHAT'S A WRECK TO \$28? Survivor of Train Disaster Refuses to Consider Himself Lucky

One of the survivors of the Winslow Junction train wreck refused to consider himself lucky. With a bandage over his eye which covered a slight cut from flying glass, he waited until he came in contact with a "hard-boiled" member of the volunteer rescue squad. "What's wrong now?" asked the worker.

"Tough luck! Tough luck!" was the response. "There's twenty-eight dollars of my money in that car."

251,895 Took Free Swims Exactly 251,895 persons used the municipal swimming pools controlled by the Bureau of Recreation under the Department of Public Welfare during the week ended Saturday. Of these, 31,804 were men, 145,125 boys, 4558 women and 49,918 girls.

TWINS AND WOMAN DIE AS HEAT HITS 90

183,000 Philadelphians Join Shoreward Rush, Which Sets New Record

FORECAST IS "FAIR, COOLER"

Three deaths were caused by the intense heat which spread over the city yesterday and forced the mercury to 90 degrees. The heat increased the general exodus from the city to the shore.

Although the mercury reached an official maximum of 90 degrees, street temperatures were generally recorded yesterday at 95.

The throng that moved shoreward mounted to 183,000 yesterday, which is a record.

Rain arriving last evening brought only slight relief and left the mercury above 70 degrees this morning. The weatherman's forecast, however, calls for slightly declining temperatures today with cloudy skies, and fair and moderate temperatures for the fourth.

Two of the persons who succumbed to the heat were twins, John and Matilda Delaney, son and daughter of Mr. and Mrs. James E. Delaney, 1313 North Myrtlewood street. Hannah Wilkins, colored, thirty-five, of 712 Mole street, died from the heat at the Polyclinic Hospital.

Those not among the pleasure-seekers who made for the shore sought but were generally unsuccessful in finding relief from the heat in the parks, on shaded lawns, about the bathing pools and anywhere there was suspicion that a cool breeze might be found.

Some odd thousands dispersed themselves in bathing togs and plunged into the League Island lakes, the Delaware and Schuylkill Rivers and anywhere else that could be made an official or unofficial bathing pool.

Yesterday's temperature rose from 71 in the early morning to 90 at 2 P. M. The average temperature for the city was 80 degrees, five degrees above normal.

The rain which started at 7 o'clock last night continued for nine hours.

LAUGH AND GROW THIN! If you fear you may become more portly than you are, take a word of advice, for you can't help laughing off extra weight at the expense of the comic characters who perform in the six Faces of All-Star Comics every week in the Sunday Public Ledger. Make it a habit.—Adv.

FIREMEN'S DAY JULY 8 All Sections of New Jersey to Be Represented at Wildwood

Decide Now (as you surely will later) To Install the Keystone Automatic Telephone Because our new Directory goes to press July 6, 1922, and you'll want your name in it

We are sure every business man will comprehend the value of a telephone service that gives— No wrong numbers—That saves time— That does not cut off in the midst of a conversation— That makes conversation entirely private—AND Provides this excellent and modern service at a nominal cost.

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Keystone Telephone Co. 135 S. 2d Street Philadelphia

Call Mr. Blake, Room 06, for full information—call can be made from any one of our over 6000 pay stations without charge.

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Splendid opportunity for wholesale man experienced in handling dealers. In first letter state age, experience and salary desired. Box A 521, Ledger Office.

To Make Hairs Vanish From Face, Neck or Arms (Beauty Culture) Keep a little powdered delatone hands and when hairy growths appear make a paste with some of the powder and a little water, then spread over hairy surface. After 2 or 3 minutes rub off, wash the skin and it will be entirely free from hair or blemish.

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A full line at our three stores, all attractively priced Quality Gas Ranges PHILADELPHIA GAS RANGE CO. 1026 Arch 263 So. E2nd 590 Broad St., Newark, N. J.

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American COAL AMERICAN ICE COMPANY With preparations made for invisible incense, Laura Jean Libbey creates a fragrant atmosphere very much alike to the incense of the flowers of the South.

333 MARKET STREET THEATRE CULLEN LANDIS and SPECIAL CAST Where Is My Wandering Boy Tonight?

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A skin that is rough, reddened, or disfigured by eczema, sore spots, or other trouble, needs attention. Let Resinol Ointment help you to get rid of these annoying, unsightly affections of the skin.

The following theatres obtain their pictures through the STANLEY Company of America, which is a guarantee of early showing of the finest productions. Ask for the theatre in your locality obtaining pictures through the Stanley Company of America.

- APOLLO 522 & THOMPSON STS. WALLACE REID in "ACROSS THE CONTINENT" ASTOR EIGHTH & GIRARD AVE. MATINEE DAILY "TRAPPED IN THE AIR" BALTIMORE 515 & BALTIMORE MARION DAVIES in "BEAUTY'S WORTH" BLUEBIRD Broad & Shuquehanna TYRONE POWER in "FOOTBALL" COLONIAL 230, 7 and 9 P. M. THOMAS MEIGHAN in "THE BROADWAY PEACOCK" FAIRMOUNT 20th & Girard WILSON in "THE BROADWAY PEACOCK" GREAT NORTHERN Broad St. at Erie BEBE DANIELS in "NANCY FROM NOWHERE" IMPERIAL 90th & WALNUT STS. CONSTANCE TALMADGE in "WOMAN'S PLACE" LIBERTY BROAD & COLEMAN AV. POLA NEGRI in "THE RED PEACOCK" ORIENT Woodland Ave. at 62d ST. "THE IRON TRAIL" OVERBROOK 6th & HAVENFORD WALLACE REID in "THE CHAMPION" PALM FRANKFORD AVE. & TRENT ELLIOTT DEXTER in "BEHOLD MY WIFE" REGENT 8th St. below 47th MARY MILES MINTER in "THE MAN FROM DOWNING STREET" RIALTO GERMANTOWN AVENUE PEARL WHITE in "THE BROADWAY PEACOCK" RICHWOOD 34th & Baltimore ST. RICHARD BARTHELMESS in "TOLABLE DAVID" 333 MARKET STREET THEATRE CULLEN LANDIS and SPECIAL CAST Where Is My Wandering Boy Tonight?

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